

Brief *newsletter*

September | 2006

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1 **State of the City Address**

You're invited to the Mayor's State of the City address on Tuesday, September 12 at 6 p.m. This year's event will be held at Monteville Recreation Center, located at 840 Duncan Ranch Road. Review recent accomplishments and milestones with Mayor Steve Padilla and meet your elected officials at a hosted reception following the address.



2 **Beautify Chula Vista**

Mark your calendars and get ready to make our city sparkle! Grab a paintbrush or litter stick, round up friends and family and head over to Beautify Chula Vista Day on Saturday, October 21. Volunteers will

team up to paint out graffiti, pick up litter and make our neighborhoods cleaner and more attractive. This year, the fourth annual event will be based out of Hilltop Middle School, located at 44 East J Street. The event kicks off at 9 a.m. Volunteers must provide their own transportation. To participate, please call (800) 237-BLUE to pre-register by October 4.



3 **Macy's Fundraiser Supports Literacy**

Buy your \$10 ticket today for an exclusive shopping preview---and help support literacy in Chula Vista! The Chula Vista Literacy Team has been selected to participate in Macy's new Otay Ranch store's Preview Charity Shopping Day fundraiser on Oct. 24. This exclusive, all-day shopping event is dedicated to raising funds for local nonprofit organizations. By purchasing tickets through the Chula Vista Library Foundation, you'll help raise funds to bolster the Chula Vista Literacy Team's programs. Tickets for the Macy's Preview Charity Shopping Day are available at all three City libraries.

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4 **Urban Core Plan Ready for Public Hearings**

The two and a half year-long planning effort to craft new land use and development regulations for Northwest Chula Vista is quickly nearing completion. The Urban Core Specific Plan will provide new development standards and design guidelines for both private and public development over a 700- acre area. In late September and early October, the Public Hearing Draft of the Urban Core Specific Plan will be presented to several City commissions, agencies and the City Council. For more information, contact Senior Community Development Specialist, Brian Sheehan, at (619) 691-5233.



5 **Landmark Motel/Hotel Ordinance Approved**

Chula Vista's groundbreaking Motel/Hotel ordinance won unanimous approval from the City Council last month. Researched by the Chula Vista Police Department, the new ordinance requires motel and hotel operators to meet minimum standards set by the City. Those standards must be met before businesses are granted a permit to operate. Police Chief Rick Emerson says, "Our goal is to make

Chula Vista motels and hotels safe, clean and successful."

In researching the issue, police representatives met with every motel owner or manager in the city. Requests for permits by motel operators must be submitted annually along with a regular business permit application. The cost of the new permit is \$70.

6 **J.U.D.G.E. Comes to CVPD**

The Chula Vista Police Department is the new headquarters for a special countywide multi-jurisdictional task force. J.U.D.G.E., the Jurisdictions Unified for Drug Gang Enforcement program, is made

up of police and probation officers and deputy district attorneys working together to target drug dealers and documented gang members associated with drug-trafficking.

7



Spanning Olympic Parkway

From now on, crossing busy, six-lane Olympic Parkway will be easier and safer for bicyclists, students and hikers. Construction of two new pedestrian bridges that span the busy thoroughfare is finished- just in time for the new school year. Now, students will be able to cross Olympic Parkway safely and without disrupting traffic.

The bridges connect miles of dedicated pathways that wind through the villages of Heritage, Lomas Verdes, Santa Venetia, and Montecito.

8 **E-Branch: Keeping You Connected**

Your teens can get live online homework help, you can read newspapers from around the world, or your family can take a downloadable audio book on vacation. All this and much more is available on your home computer or laptop through the Chula Vista Public Library's E-Branch.

Go to www.ChulaVistaLibrary.com and click on the link "Research from Home" for a variety of subjects and resources.



9 Prestigious Awards

In September, the City of Chula Vista is being honored with a number of awards from the San Diego and Imperial Counties Chapter of the American Public Works Association. Among the projects singled out for top honors are: the transportation enhancement

projects along I-805 including the new Olympic Parkway Interchange; Salt Creek Park; the First Avenue Emergency Box Culvert; and the Poggi Sewer Upgrade.

10 Design District Celebrates

IRE Development is celebrating its grand opening of the EastLake Design District with a Fall Festival. The design district bills itself as San Diego County's largest

one stop shop for all of your home furnishing needs. Its family fun day is scheduled for Saturday, September 16 between the hours of 10 a.m. and 6 p.m.

11 Born to Read

It's never too early to start teaching young children the joy of reading and the fundamentals of literacy. In story times ranging from "Born to Read" (infant-3) and "Ready to Read" (3-5) to "Puros Cuentos" (Spanish) and "Pajama Story Time" (evening) the Chula Vista Public Library offers engaging programs for infants, toddlers and pre-schoolers along with helpful hints for parents to reinforce at home. In addition, the Library also offers story times at three recreation centers in eastern Chula Vista. For the complete schedule of story times and children's programs, go to www.chulavista.com and click on calendar of events or pick up a calendar at any of the three branches.



12 A Breath of Fresh Air

Recently, the City of Chula Vista was one of only eleven U.S. cities recognized by the international organization, ICLEI - Local Governments for Sustainability, for continuing progress in reducing greenhouse gas emissions. Over the last 10 years, the City has been implementing a variety of land use, transportation, and energy conservation actions to

reduce greenhouse gas emissions throughout the community. These actions help reduce the City's impact on climate change while improving air quality, lowering energy costs, and increasing the quality of life for residents and businesses. To learn more about greenhouse gas emissions and climate change, visit www.epa.gov/globalwarming.

13 Great Books to Great Movies!

As many movie lovers know, some of the best movies are based on best-selling books. This fall the Chula Vista Public Library is featuring a film festival of great movies based on great books. All of the films are free and begin at 6:30 p.m. every Wednesday from

September through November in the Civic Center Branch Auditorium, 365 F St. Visit the library for a complete list of films or call (619) 691-5069 for weekly titles.

contact

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